

Thai Trade Center, Los Angeles – NEWS ADVISORY

For More Information or to Interview Thai chefs,
 Contact: Jennifer Heuer, Tel: 202-371-9600
 Email: jenniferheuer@globalcommunicators.com
 Visit www.thaitradeusa.com for more information

Thailand's Unique Food Tastes, Ingredients, Menus, and Wares Featured at CIA at Greystone's Annual Worlds of Flavor Conference

Renowned Thai Chefs Unveil Exciting Thai Flavors November 12-14

WHAT: 12th Annual Worlds of Flavor International Conference & Festival
www.worldsofflavor.com/. Four renowned Thai chefs will be among more than 60 chefs highlighting food cultures from around the world and presenting unique menu items, from fine dining to everyday kitchen cuisine. Experience the exciting tastes of Thailand through demonstrations on Thai spices, sweets, stir-fries, sauces, and street foods.

WHO: Distinguished Thai Chefs **Kobkaew Najpinij** (Culinary Ambassador and Grande Dame of Thai cuisine), **Niphatchanok "Ning" Najpinij** (Thai Cooking College instructor), **Kannika Siriyarn** (Expert on Thai street vendor food) and **Chai Siriyarn** (Owner/Chef of Marnee Thai Restaurant) will introduce new Thai foods and flavors.

Chef Siriyarn and Thai Trade Center, Los Angeles Executive Director **Chantira J. Vivatrat** will be available to discuss the increasing popularity of Thai tastes and Thai cuisine in the United States.

Chantira Vivatrat will demonstrate the newest Thai foods, kitchenware, and tableware at the **Thai Trade Center/P.K. Food Corp. sponsor booth at the World Marketplace Nov. 12, 13, & 14**, where attendees will walk by booths and stages to sample wines, watch guest chefs prepare world street foods and comfort foods, and meet conference faculty and Worlds of Flavor sponsors.

WHERE: 12th Annual Worlds of Flavor Conference/The Culinary Institute of America at Greystone, 2555 Main Street, St. Helena, California

WHEN: **Friday, November 13, 2009 – Thai Highlights**
 12:00 Noon- 1:30 PM PST – "Flavors of Spice Routes: Street Foods, Comfort Foods from Turkey to India and Southeast Asia" (including Thailand)

2:45 PM - 3:45 PM PST – "World Live Fire: Street Food and Small Plates from Thailand to Greece and Turkey"

4:15 PM - 5:15 PM PST – "Thai Sweets: Dessert Strategies from Bangkok, Chiang Mai and San Francisco"

Saturday, November 14, 2009 – Thai Highlights

10:40 AM - 11:20 AM PST – "Chasing Flavors, Dodging Traffic: On the Streets of Thailand and Malaysia" – fun, fast menus

2009 NOV 23 AM 10:05
 NSD/CES/REGISTRATION
 UNIT

3:30 PM - 4:30 PM PST – “Of Chili Jam and Pad Thai: Building Thai Flavors through Sauce-making and the Wok”

World Marketplace Events, Historic Barrel Room:

Thursday, Nov. 12, 7:00 PM, Tasting and Dinner

Friday, Nov. 13, 7:30 PM, Tasting and Dinner

Saturday, Nov. 14, Noon, Lunch

WHY:

Thai food products and cuisine, increasingly popular in U.S. restaurants and home kitchens, are highly versatile, exotically delicious, and contribute to a healthful, balanced diet. Learn about new products and techniques from celebrated Thai chefs and how to create authentic Thai dishes from affordable, high-quality ingredients.

Thai Trade Center, Los Angeles

611 North Larchmont Boulevard, Third Floor; Los Angeles, CA 90004

Tel. 323-466-9645; Fax. 323-466-1559

Email: ttcla@live.com Web site: www.thaitradeusa.com